

InDaily

Briefcase: Business snippets from around SA

By Elisabeth Marie
8 May 23

New horizons for Phil Hoffman

Phil Hoffmann, Founder and Director of Phil Hoffman Travel, has announced his semi-retirement after 45 years in the travel industry.

Hoffman was formerly Chairman of the Board of the South Australian Tourism Commission.

He was a member of the Australian Federation of Travel Agents (AFTA) State Committee for 25 years, 11 of those as Chapter Chairman.

Hoffman was also Director of AFTA for 13 years and National President for six years.

South Australia's most awarded travel agent, Hoffman is a ten-time winner of 'Australian Travel Agent of the Year'.

Hoffman will remain on board as Executive Director while long-time Director and CEO **Peter Williams** takes on his role as Managing Director and CEO.

Williams has been employed by the travel agency for almost three decades.